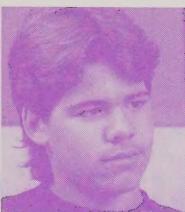


Independence



Energy



Profiles of
Student Entrepreneurs
in Atlantic Canada

Energy Enthusiasm Entrepreneurship



Motivation



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Funded under the Pan-Atlantic
Entrepreneurship Development
Program, 1996

Canada

FOREWORD (cont.)

These student entrepreneurs talk about how they got started, the challenges they faced, the rewards of having their own business and what they consider to be their keys to success!

They have a lot of things in common: like the hard work and long hours they put in, the satisfaction they get from what they do, being able to do something they like, and the fun of figuring out financing, production, supplies, markets, and customers. They all manage day-to-day demands, juggling business, school, home, and social activities. But they are all successful at what they choose to do – and that's what makes it all worthwhile.

In addition to the student profiles and insights from parents, teachers, and community leaders, this publication also features six award winning essays presented at the April 1995 Conference for Entrepreneurial Children and Youth hosted by the "I Want to Be a Millionaire" Program. It is intended to be a useful tool in promoting entrepreneurship among the student population and providing a classroom resource for enterprise education teachers. It may also serve to profile the significant impact of business ownership experience on the attitudes, skills, and confidence of youth across Atlantic Canada and motivate parents, teachers, and communities to support young people in their entrepreneurial undertakings.

As the economic picture continues to change and the emphasis on self reliance and creation of new opportunity increases, this is the story of Atlantic youth preparing for their future...

To Students Everywhere

"Stick with it! Work on it - it is worth it!"

Jeremy Coughlin, 14 years old

"You have to take risks – stick with it."

Matthew Bower, 19 years old

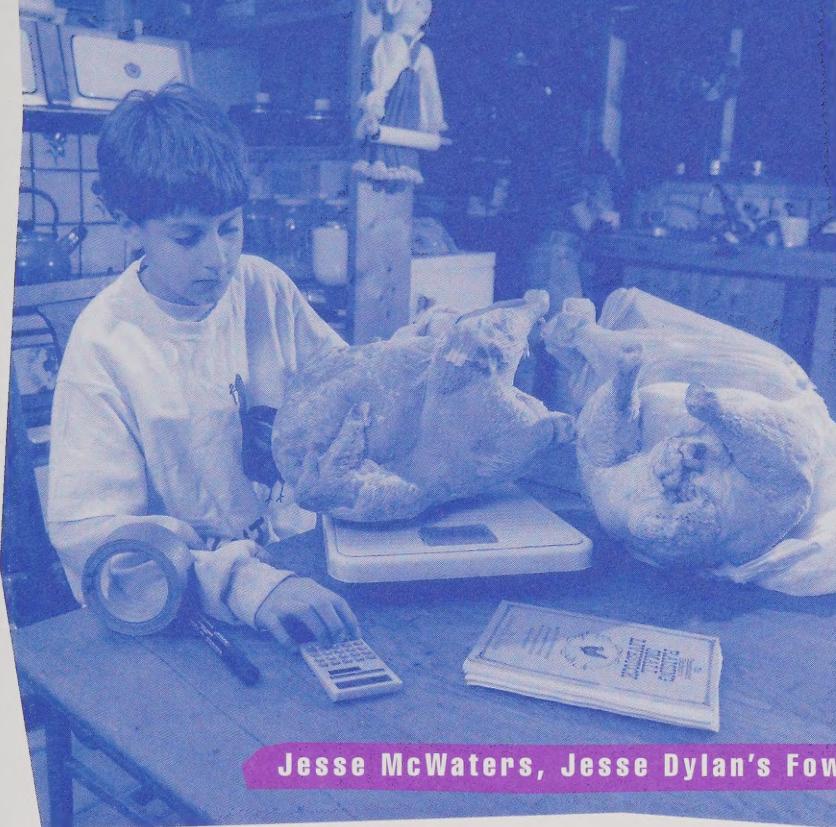
"Keep on trying no matter how hard it is – never give up."

Janalee Cameron, 12 years old

"Go for it. You know that you are somebody when you own your own business."

Samantha Smallwood, 12 years old

Come follow the path these 14 young people took to owning their own businesses. As you read these profiles, imagine the hundreds of other students, like yourself, who are learning how to become economically independent and "making it" in business. These students are earning an income (several hundred to several thousands of dollars in annual revenue) by using their creativity, imagination, dedication, and business savvy. With help from the people they know they can rely on: parents, family, friends, enterprise teachers, other young business owners and financial backers, they are turning their interests and ideas into business opportunities. Learn what you can do to start your own journey down the entrepreneurial path!



Jesse McWaters, Jesse Dylan's Fowl Creations, Oxford, Nova Scotia

Name: Jesse McWaters

The business: Sells eggs during the year and turkeys at Thanksgiving

Age at start-up: 8

Age now: 12

Started business in: 1990

Year of education and place:
Grade 7 Oxford Regional High School

Strongest supporter: Parents

Revenues from business (1994): \$1,500

Advice to others: "Don't quit and be determined because you will make mistakes."

Major achievement:

International Youth Representative for the "I Want to Be a Millionaire" Program

At the age of 8, Jesse McWaters heard about the "I Want to Be a Millionaire" Program and decided he wanted to start a business of his own. With \$100 of assistance from the program, a loan from his parents and a \$50 prize he had won, Jesse proceeded to buy 15 turkeys and 15 laying hens. This was the start of Jesse Dylan's Fowl Creations in Oxford, Nova Scotia.

Now, four years later, Jesse has expanded to 25 turkeys of his own and 25 laying hens which he owns in partnership with his sister. Expansion was definitely on his mind, but this did not happen overnight or without problems. He will tell you that "to stay in business and be successful, you must have determination." Why? "because you will make mistakes." His first was to put the turkeys and hens in the same pen. This was a "no no."

Mistake number two was buying "lazy hens." His next piece of advice, "have knowledge of the business you want to start. It will certainly make things easier and avoid mistakes."

At only eight-years-old, he found it very difficult to move the water and feed from the barn to the pasture where he kept the turkeys. So, for the first few years, his dad was there to give him a hand. Jesse raises his turkeys in time for sale at Thanksgiving. With the money earned, he purchases more turkeys and starts the process again. The profit from the turkeys is saved for college, but the money from the hens is his to spend.

Jesse says the hard work is all worthwhile because it allows him to be independent. The only down side to the business is when the family wants to go on vacation; Jesse has a tough time

trying to find someone to watch and feed the animals.

Jesse wants his success story to be shared with others and as a result, is the International Youth Representative for the "I Want to Be a Millionaire" Program. This allows him to travel all over the country telling his story.

Along with his travels and public speaking engagements, Jesse does find time for other things. Last year he was the Grade 6 representative on the Student Council and a member of the Environmental Club at Oxford Regional High School. This summer, after much hard work, he earned the designation of Certified Volunteer Swimming Instructor. He is able to accomplish all these tasks because his business hours are set: first thing in the morning and last thing at night. That frees up the rest of the day for all other activities.

In the future, Jesse hopes to pursue a career in science. With his work ethic, determination and a do-not-quit attitude, this goal, as all his others, will be no problem to achieve.

"You have to be able to let them do stuff on their own, but be available to help them when they need help. You have to give your child support. Jesse knows that the more you put into the business the better the end result will be."

Linn McWaters, Oxford, Nova Scotia, Jesse's mother

"Throughout the world young people are the first casualty of economic restructuring, automation, downsizing of employment opportunities and deteriorating social and economic conditions. Yet young people from age 13 to 30 have the energy, original ideas and enthusiasm to take the lead in community economic development, small business and entrepreneurship. They are capable and keen to develop their own jobs and their own futures."

This was recognized by all nations of the world attending the 1992 United Nation's Conference on the Environment and Development (Rio de Janeiro, Brazil) where a unanimous declaration in full recognition of youth reads as follows:

'Principle 21: The creativity, ideals and courage of the youth of the world should be mobilized to forge a global partnership in order to achieve sustainable development and ensure a better future for all.'

It is from this declaration that we should now develop new programs and join together to form a new global movement to give young entrepreneurs the support and opportunity they need to play their full potential role in future economic development."

David Newing,

*Founder, Youth Enterprise Services International,
Senior Advisor, Canadian Youth Business Foundation
Ottawa, Ontario*

Teamwork

A HEART-FILLED THANKS TO SUZIE-Q

Susan Rann has never been formally called our mentor but to us "she's the wind beneath our wings." We love her, she's not only someone who helps us, but she's someone we've had many laughs with and she truly knows us. The respect she gives us is not commonly found in adults...she cares about us and treats us as equals, not a lower class.

We met Susan through the Career Education Council, in Truro, Nova Scotia and really got to know her when we entered the "I Want to Be a Millionaire" Program. She's taught us about business and answers our questions; if she doesn't know the answers she finds them out for us. She's become our facilitator and guided us through the business world. She could be classified as a "second mom," of sorts.

Susan is just generally a cool person, when we do anything to tick her off, she never gets mad at us. Her patience is incredible, she helps us and always encourages us. She is someone who you can talk to inside business and outside. Susan is definitely special to us. She's made us fly higher.

Authors: Melissa Reade, Age 15
and Katie Westoll, Age 16

World's Greatest Mentor

"What pleases me most is the growth students display after only a short time in their own businesses. They acquire and sharpen a number of skills - communication, public speaking, negotiating, customer services are all an excellent foundation for business."

Susan Rann, Truro, Nova Scotia, Career Counsellor with the Central Nova Industry Education Council



Melissa Reade & Katie Westoll, Melika Recycle, Truro, Nova Scotia

“It was scary thinking about being in business alone.” That is why Melissa Reade and Katie Westoll decided to go into business together and started the partnership Melika Recycle in Truro, Nova Scotia. Although they were only 14 and 15 years old respectively, they were well aware of the challenges that partners face in business. They had to work very hard to make time for discussions and the ironing out of differences. “Good communication is the key to success, especially if you have a partner,” says Melissa. They have conquered this problem and since July 1994 have not looked back.

These entrepreneurs buy old neckties from used clothing stores, clean, press and paint designs on them to make them ready for the market place. They also make hair clips from recycled items like puzzle pieces, scrabble letters and poker chips to give a new look for resale. They also offer customers the option of placing special orders for the design of their choice

and people have requested such designs as happy faces, fish, fruit and vegetables. With the \$180 they received from the “I Want to Be a Millionaire” Program, they were able to purchase enough neckties, clips and paint for their first production run. Profits from the sale of these items was spent on more supplies.

They market their products at farmers’ markets, through trade shows and conferences and selected stores in the local mall. They have even won a Best Display Award. This unique team has developed a quota system that allows each of them to set their own schedules, work at their own pace and organize a production routine that allows them time for other activities. Melissa and Katie, both grade eleven students at Cobequid Educational Centre, are very active at school, Melissa with the Shared Reading Program and Drama Club and Katie with the Track and Field Winter Program and drama.

Names: Melissa Reade and Katie Westoll

The business:

Making jewellery and ties out of recycled materials

Ages at start-up: 14 and 15

Ages now: 15 and 16

Started business in: July 1994

Year of education and place: Grade 11
Cobequid Educational Centre

Strongest supporter: Susan Rann

Revenues from business (1994): \$500

Advice to others:

“Learn from your mistakes.” – Melissa

“Try it and go with it.” – Katie

Major achievement:

“I Want to Be a Millionaire” Program
Essay contest winner – World’s Greatest
Mentor Category

What do their friends think about all of this? According to Melissa, “they are very supportive and buy our products.” “Most of our close friends are also in business, they are part of our network,” Katie says. With everything that is going on in their lives, Melissa and Katie feel it is all worth it. Their company received an Environmental Award of \$250 and won \$50 in the “I Want to Be a Millionaire” Program Essay Contest for an essay they wrote about their mentor Susan Rann. What advice do they have for others interested in business? “Try it, start out small, learn from your mistakes, but most of all remember, it is not automatic success, you have to work at it.”

Know How

"I know child and youth entrepreneurship is on the right track simply because sponsors, bureaucrats, and parents repeatedly exclaim: 'I wish they'd had this when I was a kid!'"

*William Finley Punnett, National Coordinator
"I Want to Be a Millionaire" Program*

"It has made Samantha aware of how she must present her product (vegetables) to the public. She has learned that they must be attractive and of good quality. Having a business has made Samantha more outgoing (not so shy) and more independent."

*Pauline Smallwood,
Port Elgin, New Brunswick, Samantha's grandmother*

"The best kind of support that parents can provide to their child's business is lots of time and patience."

*Shirlee Smallwood,
Port Elgin, New Brunswick, Samantha's mother*

MY BUSINESS

My business started a few years ago when I was 9. It was very small. My grandmother loves to work in the garden and she even can grow a really nice one. Well, I have been in the garden helping ever since I can remember. A few years ago my Nan asked me if I would be interested in selling a few veggies. I said "sure" so we brought a table out by the roadside and put up a sign and I did a little bit of selling. If it started to rain, I would get under the table with my veggies until it passed. When it was closing time, I had to carry about 10 to 15 lbs of potatoes around to the back porch. You try carrying that much weight.

Then the next year my table grew a little bit bigger. Last year in April or May, Mr. Finley Punnett came to my school introducing this program on how to become a millionaire. Well, I was very interested because I had sort of been in business already. So I filled out my application, had an interview and was accepted into the program. I attended all the work-shops and received a terrific mentor to help me with my business.

The Millionaire Program gives all businesses a \$100 starter fee which bought my seeds and it built me a nice little building which I needed. It was great to have my very own little building to run my business from. I put posters up everywhere advertising what I was all about. My grandfather and father put my building out by the roadside under a nice big tree where people couldn't pass without seeing me. When I would go to open, I would put all of the vegetables out on the picnic table and put wet cloths over and under them.

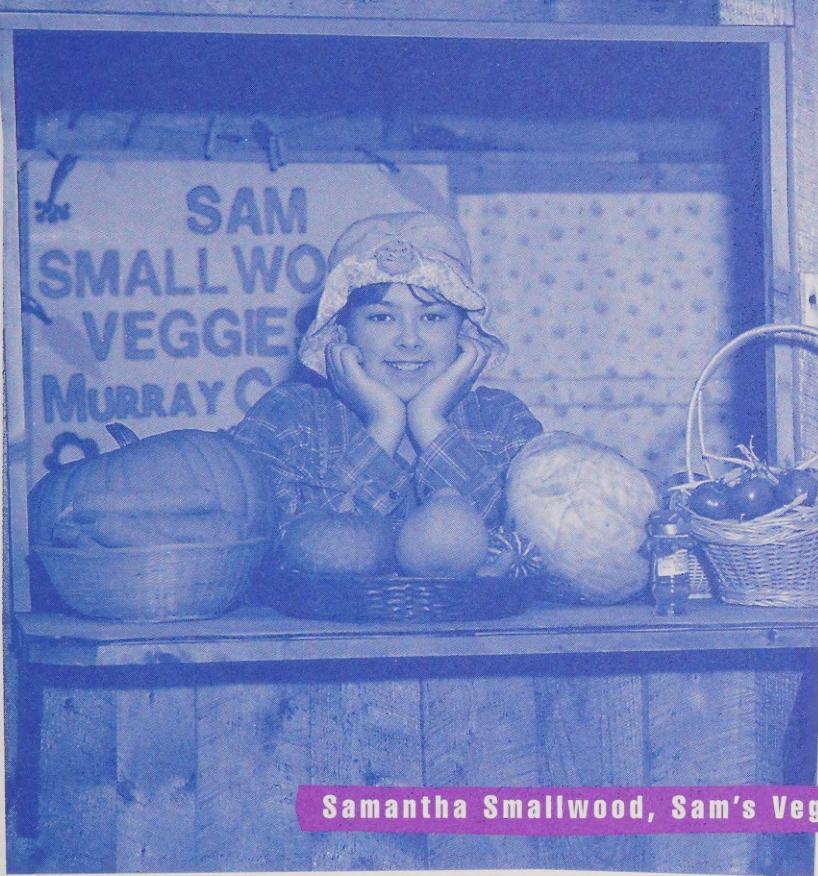
The name of my business is called Sam Smallwood's Veggies. I meet a lot of terrific people. I even had two customers from Regina, who took a picture of me and my building; then I had two customers from Quebec. It's a good thing I knew French because they could not talk English.

My family was really very supportive, they were really willing to do anything that I needed help with. But my biggest help was my grandmother, who started this veggie business in the beginning and she even got me started in the mornings (thanks Nan). On week days my hours were 10:00-1:00 and on weekends from 10:00-1:00 and 4:00-8:00. I meet great people who come everyday for their fresh veggies for meal times.

When I first opened my potatoes were too small for me to sell so I had to buy some, which I did not want to do because I had to pay for them. That was one of the things that I learned that you have to spend money to make money. I also learned how to handle money and be responsible. Last year I made \$700.19 which I'm very proud of. I would like to send a special thanks to tourists, cottage people, local people, family, friends for support. And very special thanks to my family and my grandmother who believed in me and for supporting me. I can't wait for this year to start.

Author: Samantha Smallwood
Age 12

Most Supportive Parent Category



Samantha Smallwood, Sam's Veggies, Bayfield, New Brunswick

You have to make a lot of sacrifices." These are the words of an entrepreneur who started a business at the age of nine! Samantha Smallwood, now 12 and in grade 8, operates Sam's Veggies, a vegetable stand in Bayfield, New Brunswick, that sells carrots, potatoes, corn, pears and beans. She starts in the spring, planting seeds in the garden next to her stand. When the vegetables are grown, Sam's Veggies opens for business. During the summer, she works seven-days-a-week from 10 AM-1 PM and is also open from 4 PM-8 PM on Sunday. These long hours are in addition to planting and weeding.

With \$100.00 from the "I Want to Be a Millionaire" Program and lots of encouragement and support from her grandmother, Samantha purchased seeds for planting and supplies for the vegetable stand her grandfather built. Now in its third year of operation, Sam's Veggies has been very successful, so much so that this year

she expanded the business to offer her customers the opportunity to purchase crafts made by her brothers.

Samantha will be the first to tell you that running a business is not without challenges. Potatoes not growing to a large enough size to market size has been a major problem. Does she give up? No way. This feisty 12-year-old negotiates with the farmer next door. She offers him some of her vegetables in exchange for his potatoes. As Samantha would say, "problem solved."

Being independent and not having to rely on her parents is what Samantha likes best about being in business and, with the money she makes, she is saving for a college education. She knows that to be successful year after year, she has to know her product. Along with ordering seeds, she also orders the booklets that explain what she is getting. This allows her to advise her customers about the products they are buying. Another key to success,

Name: Samantha Smallwood

The business:

Growing and selling vegetables

Age at start-up: 9

Age now: 12

Started business in: July 1992

Year of education and place:

Grade 8 Regional Memorial School
- Port Elgin

Strongest supporter:

Pauline Smallwood, Grandmother

Revenues from business (1994): \$700.19

Advice to others: "Go for it."

Major achievement:

"I Want to Be a Millionaire" Program,
Essay contest winner - Most Supportive
Parent Category

according to Samantha, is advertising, "you must let the public know you are there and what you are selling." After printing up posters, she distributes them to all the stores in her area and also to the tourist parks.

Running this business does take a lot of Samantha's time, but good planning and scheduling allow time for socializing and writing essays, like one titled "World's Supportive Parents", for which she won \$100. This young entrepreneur's friends think she's pretty cool to have her own business, and they often come by to help.

Samantha feels other students who want to start their own business should "Go for it. You feel like you're little, but you know that you are somebody when you own your own business." A teacher is her choice of career, because "you can teach all winter and run a vegetable stand in the summer." This young lady just does not miss a beat!

"It was the most fun I have had in a long time. I was really excited about teaching the class. I enjoyed being a mentor rather than just a teacher."

*Robert MacMurtry,
Middleton, Nova Scotia,
Pilot Teacher for Grade 12 Entrepreneurship Class
1994-1995, Middleton Regional High School*

LES JEUNES PATATES

I would like to begin by presenting my company. My friend, Charles Bernard, and I started a company called "Les Jeunes Patates." We produced ceramic banks. The molds for producing the banks were created using real potatoes. We pour the clay ourselves to make the banks. We do the glazing and firing under my father's supervision. Last year was our first year in the "I Want to Be a Millionaire" Program sponsored by the Commission industrielle de la Baie acadienne on Prince Edward Island.

Being an owner of a business taught me to be more responsible. There were a lot of things to think about and to do. Production, sales, bookkeeping, advertising and others. It took more time than I had expected. Even if I sometimes felt like playing with my friends, I had to work at my business to make my product successful.

I learned the importance of planning well before starting the production of my product. I wanted to start selling before I started producing. For example, I had reserved a sales booth at the Oyster Festival in Tyne Valley, Prince Edward Island two weeks before the first mold was made. I had to work very hard and I was lucky, because production was finished the night before the Festival. That was when I realized that you have to prepare everything you need before you start a project.

Last year we didn't always write down how many potatoes we produced or sold. At the end of the year, we couldn't calculate exactly how much profit we had made. Once again, I realized the importance of preparing well and organizing to succeed.

I also learned to work as a member of a team and to appreciate my partner's contribution. Charles and I have been friends for many years and we work well together. We respect each other, we encourage each other to go on and we don't let each other down. We exchange ideas and make all the decisions together.

Now that I am an entrepreneur, I am interested in continuing production with my friend Charles. This year we want to make new products. The first year we listened to the comments of customers, friends and parents about our business. We want to try to put these suggestions into practice by making new products. For example, adapt our ceramic bank product to mark various festivals in the province; a potato with a carnival hat for the lobster festival with the festival name written on the product. We found bigger potatoes than last year's in a potato processing plant, so we would like to manufacture products with different sizes of potatoes.

I like to be independent, but once in a while I need advice from my parents. My father knows the ceramics industry well, because he has had his own company for two years. He can tell me which products are easier to make. In addition, there are a lot of ceramic product catalogues that I can look at for ideas for products. My mother studied administration, so she can give me advice when I need it on bookkeeping and advertising. My parents' support helped me a lot the first year and I know I can count on them to encourage me and give me advice.

I think it is important for me to encourage my friends to try starting a business, even if it isn't for everyone. Some people like being their own bosses, while others will prefer to work for someone else.

I think I have developed my leadership skills a lot and that my community will be able to count on someone like me to organize activities. And if a lot of people like me start businesses, there will be more services and products in my community. People won't need to go to town to shop as much, so the money will stay in my community.

I enjoyed my experience a lot and I expect to continue. I made mistakes and I learned from my mistakes. I am confident that with better planning I will do even better. I encourage other young people to try it.

Author: Rémi Thériault
Age 12

Adapted from original essay in French.

Name: Rémi Thériault and Charles Bernard

The business:

Making and selling ceramic potato banks

Ages at start-up: 12 and 14

Age now: 13 and 15

Started business in: July 1994

Year of education and place:

Grade 8 and 9 Evangeline High School

Strongest supporter: Parents

Revenues from business (1994): \$400

Advice to others:

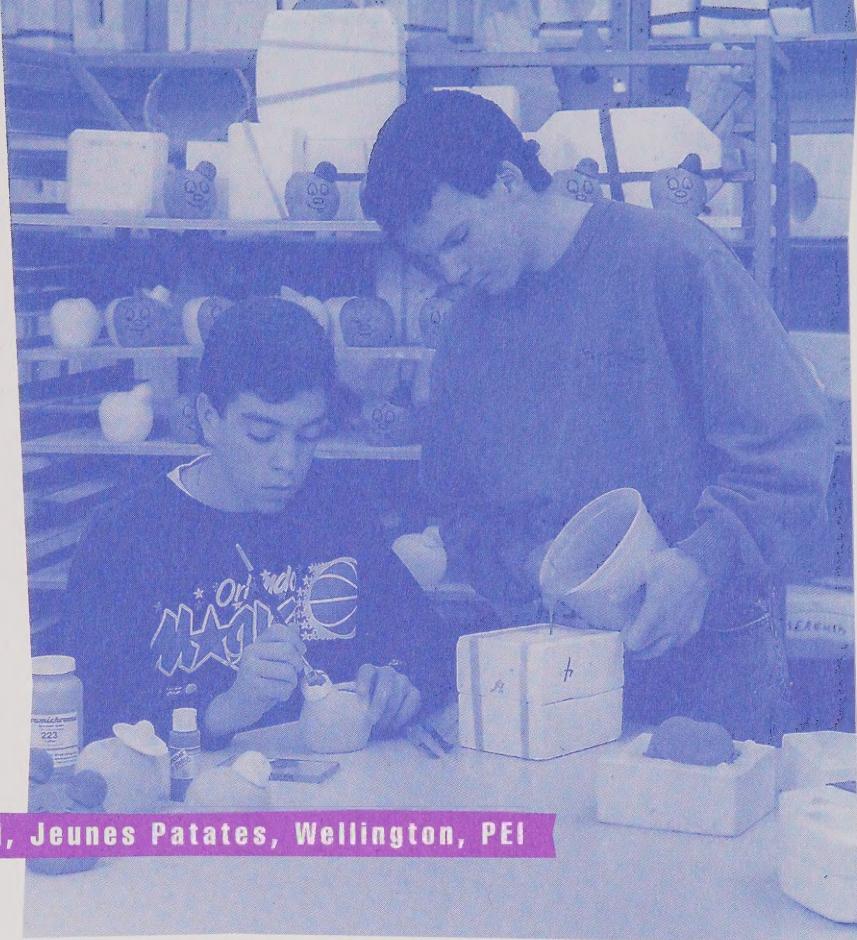
"Take the help you can get. I would give them help if they needed it." – Charles

"Take your time, be organized, go for it."

– Rémi

Major achievement:

Award presented by Premier Catherine Callbeck for an essay Rémi wrote on the company



Rémi Thériault & Charles Bernard, Jeunes Patates, Wellington, PEI

They believed ceramic potato banks would be snapped up by PEI tourists and they were right. With close to 100 banks sold already, 13-year-old Rémi Thériault and 15-year-old Charles Bernard, owner/operators of Jeunes Patates and students at Evangeline School, had an idea whose time had come. In July 1994, using \$180 received from the "I Want to Be a Millionaire" Program and the idea from Rémi's father, this energetic team was on its way with their new business.

The first thing they did was negotiate a deal with Rémi's father for the use of his ceramic shop and good prices for

supplies. The banks are made from plaster, water and liquid clay; left to dry before being sanded and cooked. Then they are hand-painted and readied for the marketplace. The selling price was \$5 the first year, but a lesson in profit margins warranted an asking price of \$7.50 in the second year of business.

Jeunes Patates has one other employee, a young girl hired to paint faces on the banks. In very hot weather, the moulds get wet and production is held up until things dry. This, along with having to get up very early in the morning to use the equipment, cause the partners problems, but they are determined to make it.

These partners recognize that in order to continue their success, they must talk to customers, invite them to see their product, be co-operative and pleasant. The duo agrees that the great side of the business is being your own boss, meeting lots of people, and receiving awards and recognition. Rémi was awarded a certificate and \$250 from Premier Catherine Callbeck for an essay he wrote on the company.

Along with their business venture, both are involved in other activities, including the Boys & Girls Club in their area, and sports such as baseball, hockey and soccer. They manage by setting schedules, being organized and sometimes working very long days. Is it worthwhile? Charles puts it all in perspective, "We both feel so strongly about entrepreneurship that we would be willing to help anybody just starting out by offering to be their mentor."

"If people could sit down and listen to these little entrepreneurs tell their story, there would soon be a groundswell of public and private support for seeding these children at such formative ages instead of jumping in to help correct a problem or buy an entrepreneurial opportunity when they hit 18!"

William Finley Punnett, National Coordinator of
"I Want to Be a Millionaire" Program

"Teaching the ENT441 course is very rewarding as you can see the kids get excited about using new knowledge and learning it in a way that they can really grasp as useful and pertinent to their experience."

William Curry,
Lockeport, Nova Scotia
Pilot Teacher for Grade 12 Entrepreneurship
Class 1994-1995

"Entrepreneurship is interesting because of the way it's taught, you work in groups, as individuals and in large groups - just like in a real business."

"The information in the course can be used right away. I have already started doing what I have only just been taught."

"Entrepreneurship explains very well how to make yourself a job, rather than have to go look for one."

"Entrepreneurship gives the student real life stuff to use. I have learned about saving money and then using it to make the money I'll need in my future."

Grade 12 Entrepreneurship Class
Lockeport Regional High School Students

HOW MY DAD HELPED US START OUR BUSINESS

One day last summer, my dad asked me if I would like to go in the Millionaire Program and make hammocks. I told him I didn't know. Then he said "you could ask a friend to go with you and make them together." I thought I liked that idea of having a friend over to make them and also to make some money, so I soon agreed to the idea. I asked my friend Erin if she wanted to enter the Millionaire Program with me and she said she did. My dad inquired about the program and we filled out an application and we soon found out we were accepted.

My dad took my family to see a hammock that was made out of fishermen net and we examined it and tried it out to see what it would be like. Then my dad came up with an idea of making a hammock that was a little different from the one we saw. He said we could make them out of fishermen's net and use oak sticks on the ends and tie them to steel rings which would make them strong.

My dad looked into where you could get the fishermen's net and then he went and got it for us. Then we needed oak sticks and each one had to have eleven holes drilled in them. Dad went to Charlottetown to get our sticks for us and he asked his friend if he would make the holes in them and he said he would. Dad would drop the sticks off at his friend's house and pick them up again when he finished them. We needed other supplies to make the hammocks so my dad would go to a hardware store and get us what we needed.

Now the fun time came when he tried to teach us how to make these hammocks. Dad would show us what we were to do, and then we were to do it after he showed us and if we didn't have it right we would have to do it all over again, and we had to do it all over again a lot of times because he didn't think we did it good enough. He said we had to do them perfect because we were in a business and these people were our customers. We finally got our hammocks made which he approved of.

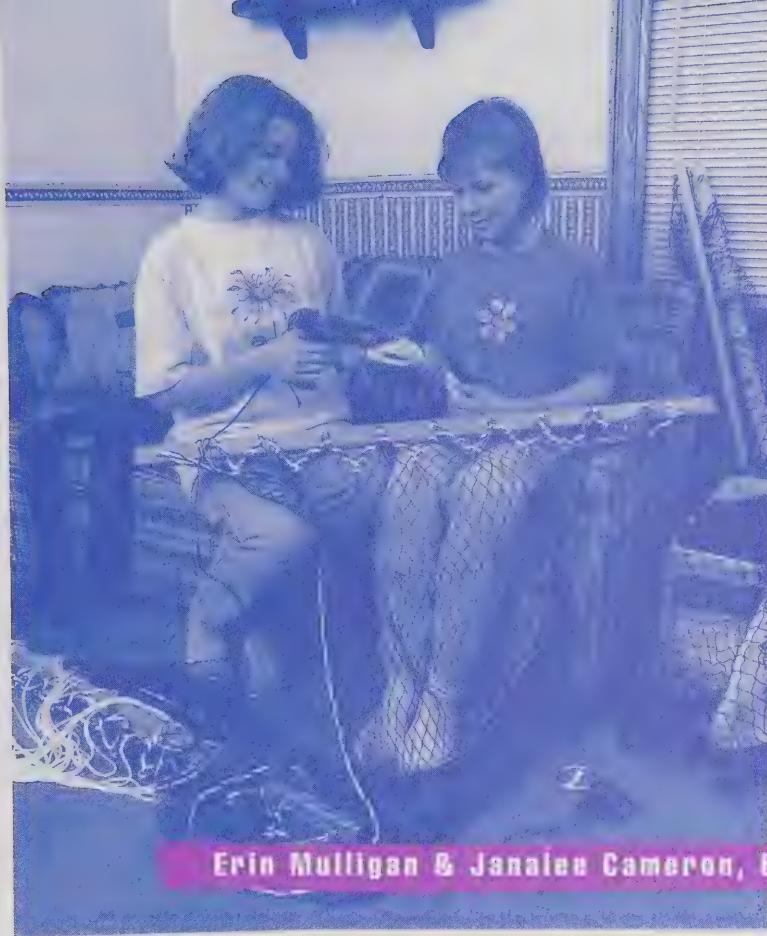
Now we needed to sell them to some customers. Dad asked some people where he worked if they wanted to buy our hammocks and some said they did. Then he took us to some sidewalk sales and to some summer events to display our product. We did get some customers to buy our hammocks. When we finished making them dad would take them to the customer and he would deposit our money to our account.

Dad spent a lot of last summer evenings on our patio helping us make our hammocks, but he didn't get to spend very many evenings in our hammocks which I think he had hoped to do.

If it wasn't for my dad we wouldn't have been in the Millionaire Program and we wouldn't be here this weekend. Thanks Dad.

Author: Janalee Cameron
Age 11

Most Supportive Parent Category



Erin Mulligan & Janalee Cameron, Erin-Lee Creations, Kinkora, PEI

With moms and dads in charge of quality control, their products have to be perfect or they start again. This is what makes the partnership between Janalee Cameron and Erin Mulligan so successful. Their hammock-making business in Kinkora, PEI, Erin-Lee Creations, began in June 1994 with \$180 of assistance from the "I Want to Be a Millionaire" Program. The partners purchase supplies from the local fishing store and offer customers the choice of Oakwood hammocks made with different colours of twine. Even though being in business sometimes means a long day if they need to start over, these two young ladies enjoy what they do. As Janalee puts it, "You get treated like a grown up. Adults are very impressed and surprised that two 11-year-olds are able to run their own business." Erin says, "I like the independence, plus Janalee and I are best friends. Being partners gives us time together doing things we both enjoy."

In order to arrange time for themselves for things like sports and socializing, they schedule and organize their work so it is completed immediately when the orders come in. They feel good about that because fast service, along with excellent quality, is essential.

For Janalee, the keys to success in a partnership are co-operation and communication. "Being partners, we have to understand each other's needs and must co-operate to make sure this happens." Erin, on the other hand, says, "You have to want to be in business and you must be interested in what you are doing." Advertising is a necessity according to Erin. "You have to set up displays at festivals, craft shows and sidewalk sales. You have to be where the people are so they are able to see your product and the quality of your work." With close to \$1,000 in sales, they certainly are learning how to market their product successfully.

Name: Erin Mulligan and Janalee Cameron

The business: Making and selling specialty hammocks

Ages at start-up: 11

Ages now: 12

Started business in: June 1994

Year of education and place:
Grade 7 Kinkora Elementary School

Strongest supporter:

Janalee Cameron's father

Revenues from business (1994): \$850

Advice to others:

"Keep on trying no matter how hard it is - never give up." – Janalee

"Take all the help you can and don't be afraid to ask." – Erin

Major achievement:

"I Want to Be a Millionaire" Program
Entrepreneur of the Year, 1995

These two grade seven students at Kinkora Elementary School take great pride in their hammock business, and in fact were chosen as the Entrepreneurs of the Year by the "I Want to Be a Millionaire" Program in April, 1995. What advice does this team have for other students thinking about business? Janalee says, "Give it a try, no matter how hard it is, keep on trying and never give up." For Erin, "Take all the help you can get and don't be afraid to ask."



Christine De Grâce - Les Studios DanseAcadie, Beresford, New Brunswick

Starting dance studios in Beresford and Robertville, near Bathurst, New Brunswick and teaching 150 students classical ballet, jazz, tap dance, rap and lyrical, was a lot of responsibility for a 12-year-old girl. But, Christine De Grâce needed money to attend summer dance classes in Moncton, so what better way to earn it than using a skill she already had. Imagine a 12-year-old trying to rent space! Indeed, this proved to be a problem. A wonderful woman in the community finally agreed to rent her space, so with \$350 borrowed from her mother, she was up and running.

Christine opened Les Studios DanseAcadie on a part time basis in September 1990 but soon ran into another problem. Trying to convince parents to leave their children with someone so young was a major obstacle but Christine eventually did earn their trust.

Now 18 years old, a seasoned business veteran with two employees, Christine still finds it very time-consuming to

run two studios with 250 students, teach 12 hours-a-week and do other work-related business. This leaves very little time for socializing and friends, yet good organizational skills allow her to fit friends into her schedule and do volunteer work. Christine is involved with Big Brothers/Big Sisters, and also lends her expertise to help choreograph pageants being held around the province.

Independence being on her own and the rewards and recognition she receives, are the things Christine likes best about having her own business. She feels the key to success involves a combination of the following qualities: perseverance, organizational skills and leadership. Her accomplishments were rewarded when she was chosen the Atlantic Canada Student Entrepreneur in 1994 and awarded the "Prix

Name: Christine De Grâce

The business: Teaching various types of dancing to students of all ages

Age at start-up: 12

Age now: 18

Started business in: September 1990

Year of education and place:

1st year Business Program, New Brunswick Community College, Bathurst

Strongest supporter: Parents

Revenues from business (1994): \$34,000

Advice to others: "If at first you don't succeed, try and try again."

Major achievement: 1994 Atlantic Canada Student Entrepreneur of the Year

Excellence de la Fête 1994 for New Brunswick. Revenues from her business have allowed Christine to achieve a great deal of economic independence at a very early age.

Christine not only excels in dancing, but also in the academic world. A 1995 graduate from École secondaire Nepisiquit, she maintained above average marks and was awarded a bursary from la Caisse Populaire de Beresford for her 95.5% average, the highest in the school. In September 1995 Christine enrolled at the New Brunswick Community College in Bathurst for a two-year business program while continuing to operate her business. Her advice to others: "If at first you do not succeed, try and try again."

"You have to listen for them and have lots of patience. We help Christine by helping her with composition, answering phones and helping her on the children when they are in competitions. We try to help her. Christine can have a life besides her business."

*Pauline De Grâce, Beresford, New Brunswick,
Christine's mother*



Liam Patrick Wilson, Liam's Boat Rides & Rentals, St. John's, Newfoundland

“My parents did not mind lending me the money, they felt it would be a great experience for me to be an entrepreneur.” With his parents’ loan, plus \$3,000 borrowed from the Business Development Bank of Canada under the Student Venture Loan Program, and lots of help from friends and relatives with the building of the boats, 15-year-old Liam Patrick Wilson was ready for business. He held an official opening on July 20, 1994 with Premier Clyde Wells presiding. Not only was he employed, but also, his brother Hunter and cousin Chad worked with him.

This ambitious entrepreneur operates his boat ride and rental business weekdays from 11 a.m. to 6 p.m. and from 10 a.m. to 6 p.m. on weekends. In 1994 he operated from Pippy Park but in 1995 expanded to Butter Pot Park near St. John’s because his market survey results clearly showed that the latter was the more popular of the two parks, with more than 100,000 people

passing through during the summer season. Liam has approval to operate in both parks, which he intends to do next summer, along with expanding from 4 to 8 boats and giving his customers the option of purchasing cold beverages and snacks.

Not only is this entrepreneur ambitious, he is also extremely creative. To generate cash flow for his company, Liam sold advertising to local businesses. Selling billboard signs on the sides of his boats netted Liam \$1,500.

It is obvious that Liam enjoys being in business. What he likes best is the independence, freedom and taking charge. Most importantly though, is being able to say “I did it.” Liam will tell you it has taken a tremendous amount of responsibility, hard work, long hours, determination and risk-taking to make his venture work. These are his “keys to success.” He sees it as a great opportunity that can be very beneficial.

Name: Liam Patrick Wilson

The business: Boat rentals and boat rides

Age at start-up: 15

Age now: 16

Started business in: April 1994

Year of education and place:

Grade 12 Roncalli Central High School

Strongest supporter: Parents

Revenues from business (1994): \$3,000

Advice to others: “Go for it.”

Major achievement:

Finalist in the YTV Achievement Awards - Entrepreneurship Category

This straight “A” student was a finalist in the YTV Achievement Awards, honouring Canadian youth and excellence in the category of

Entrepreneurship. He was also in the top 14 at the St. John’s YMCA Enterprise Centre “Market Your Thoughts” Competition. An avid hockey player, his team has won the High School Championship for the past two years. In Grade 11, Liam took part in a Business Enterprise course which he found very helpful: “It helped me a lot with this year’s business and marketing plans.”

Following his Grade 12 year at Roncalli Central High School (1995-1996), this entrepreneurial-driven individual plans to pursue a career in medicine.

"I continue to be amazed at the personal development outcomes of the process of starting and running a business. It is one of the most outstanding learning experiences for people of all ages. It's particularly thrilling to see very young people "blossom" as they develop confidence in their ability to take an idea, turn it into creative action and generate income from it. Too few people are supported and encouraged to "discover" and develop this entrepreneurial potential, which I believe lies dormant in all of us. Educators, community leaders, parents and governments alike have a role to play in helping students gain entrepreneurial experience."

*Lois Stevenson, Director, Entrepreneurship Development,
Atlantic Canada Opportunities Agency, Head Office*

"I'LL MAKE IT BIG SOMEDAY"

This year I was involved in a very interesting and exciting program, the "I Want to Be a Millionaire" Program. With money from the seed grant and a little more from my Dad I bought a week old calf for two hundred and twenty five dollars from a man in Hampshire, P.E.I. Of course I paid my Dad back what I owed him by working for him. (Not an easy task, sometimes).

I really learned a lot from doing this business. First and foremost, a lot of hard work never kills anyone. I had to get up and feed "Betsy" every morning and again every evening as well as clean the barn out every Saturday using a pitchfork. Initially she was bottle fed, like a new born baby, and then gradually learned to drink from a bucket. Now she is fed turnips by hand, using a shovel. "Oh, my calloused hands." Then Dad did some work to our pulper and now the job is a lot easier. All we have to do now is carry the bucket to the cattle. Thank God for modern technology!

I also learned that money does not grow on trees, much to my dismay. I learned that my calf required more than turnips, like, the bottle at first, milk starter, grain, salt, fly spray, water bowl and the pitchfork used to clean her out. This cost a lot of money, but again I worked for Dad and these things were looked after. And there is more. We had to cut hay, rake and bale it, put it on the wagon, then unload it into the barn. And still no money in my pocket!

Having this business has also taught me to look after things better. After all I wouldn't want to have to buy any of the supplies a second time. It also helps to put things back where you get them after using them. Much time is saved when you don't have to go looking for that darn bucket or shovel. A very important aspect of this program was recording intake and expense. The intake was really easy. So far nothing, but I have big plans for later this spring when the money starts to roll in. Balancing the books helps us understand where our money actually goes and what things really cost.

I would like to see my business grow bigger and better so I can make more money to buy more calves. My dream business is to have twenty milk cows, fifteen beef cattle, grow one hundred fifty acres of potatoes, and some grain. I could sell milk and beef to the stores, build a ventilated warehouse and maybe sell my potatoes to McCain's. I would also like to have a drive-in barn so I could use a skid loader to clean out the manure and retire my pitchfork. Of course this is not only my dream but my Dad's too.

Youth entrepreneurship can offer a lot to a community. Take my business for instance, it could eventually bring much needed jobs to the community, i.e., farm labourers. Milk and beef could be used by other businesses thereby maintaining other Island jobs. Manure from cattle makes excellent fertilizer for our soil. Some people may disagree with this especially when it comes time to spread it on the land and there is a not-so-nice odour.

In closing I believe this "I Want to Be a Millionaire" Program has a lot to offer any person who wants to start their own business. It's like my Mom says, "an education is not hard to carry around" and neither are the things learned in this program.

Author: Steven Hamill
Age 10

Male Under 12 Category



"I think entrepreneurship is an essential component of a student's education. It enables them to have an understanding of the role of the entrepreneur in today's society, and gives them skills they will need in embarking on their entrepreneurial careers."

*Chris Curtis, Entrepreneurship Consultant,
Nova Scotia Department of Education,
Halifax, Nova Scotia*

ENTREPRENEURSHIP WILL CHANGE MY COMMUNITY IN THE FUTURE

My community of Cumberland County is in northern Nova Scotia, a cluster of rural communities and towns located in the heart of the Maritimes, on the way to New Brunswick, Prince Edward Island, southern Nova Scotia, and Newfoundland - and on the way to greener pastures of central and western Canada and northern New England. The elegant sea captain's homes of Parrsboro and the stone mansions of early Amherst industrialists stand today as tributes to the bustling past of my community. Vacant buildings, high unemployment, and incomplete projects stand as monuments of business failures, reduced government services, and the migration of industry to the south. Recent recessions and cutbacks in government services and government jobs have been very hard on my community.

This economic climate has made my community a place people pass through on the way to opportunity. For reasons of job security, many who wished to stay have chosen to go. As a young person growing up and seeing this process, I realize that economic opportunity determines the destiny of many citizens. Family, friends, and community take a backseat to the need for stable long term employment. I have also realized that there is another option, an option made easier by technology and even more attractive by the increased crowding, costs, and crime of large cities. That option is entrepreneurship and I believe it is the key to changing not only the attitude but the economic destiny of the citizens of my community.

The spirit of entrepreneurship is the desire for freedom, choice, and control of one's destiny. This quest is fuelled by the knowledge that we must create our own destiny and that the way to do this is to invent our own, new options. Our manufacturing costs will never be cheaper than those in Taiwan and we must, therefore, invent options which will make the most of our assets. Our government will not, and should not, become the major source of both employment and the social safety net. Our citizens can, and should, expect to support themselves and contribute to their community.

This transition in attitude has already begun. I see it all around me in the many young people from Cumberland who have created products and broken barriers for youth in business. My eight year old cousin sells natural preservative free ice cream in 10 different flavours. Her sister, age 12, makes bags and young children's clothing. A friend at school turns coloured bond paper into speciality notecards using her artistic ability and calligraphy skills. A neighbour's son grows everlasting and baby's breath and creates dried bouquets and sachets. The daughter of a family friend is putting herself through university by raising chickens in the summer and delivering them plucked and frozen from a freezer on the back of her father's truck every Labour Day weekend. Other kids are making candles, friendly plastic jewellery, bat houses, cookies, pine cone wreaths and international Santas. The ventures of Cumberland's young entrepreneurs are endless. Inspired by the start-up grant and business training, these young people have created options. They have experienced the entrepreneurial spirit, that driving force compels you to "go for the gold," "fight the fight," and "stand up and be counted."

This means that the future citizens of Cumberland will have known the pride of ownership, will have experienced the challenge of business, and will know that they can make the dual choice of staying here and staying employed. The sign at the Amherst exit of the TCH which reflects faith and pride in our products and people will need revision to reflect faith, not only in our fathers, but in our future. The spirit of entrepreneurship has bloomed. It will grow and flourish with the support of this community. Citizens who catch this spirit at a young age will choose economic independence and the freedom to make their own choices; they will not be content to let international economic conditions and government budgets dictate where they live and how they live. They will accept both the risks and the rewards. Their considerations will not be confined to dollars and cents, but will include priceless quality of life issues: clean air, open space, and the warm support of family and community. Youth entrepreneurship today will change my community for the future. This change for the better will be brought about by the knowledge that we can make our own options, control our own destiny, and remain in and contribute to our community.

Author: Bridget Beswick
Age 14

Female Over 12 Category



Colin Rowe, Shine-O-Rama Car Wash, St. Anthony, Newfoundland

Name: Colin Rowe

The business:

Interior and exterior vehicle cleaning

Age at start-up: 17

Age now: 20

Started business in: 1992

Year of education and place: 1st year of Chemical Engineering at the University of New Brunswick, Fredericton

Strongest supporter: Parents

Revenues from business (1994): \$6,000

Advice to others: "Stick with it."

Major achievement:

1995 Newfoundland Student Entrepreneur of the Year

Determination, the right frame of mind, a stick-with-it attitude and \$1,100.00 borrowed from the Business Development Bank of Canada has allowed Colin Rowe, 22, to continue his fourth summer in the car wash business. Colin opened his business in the summer of 1992, mainly because he did not have a summer job, and has successfully continued to operate the Shine-O-Rama Car Wash in St. Anthony, Newfoundland.

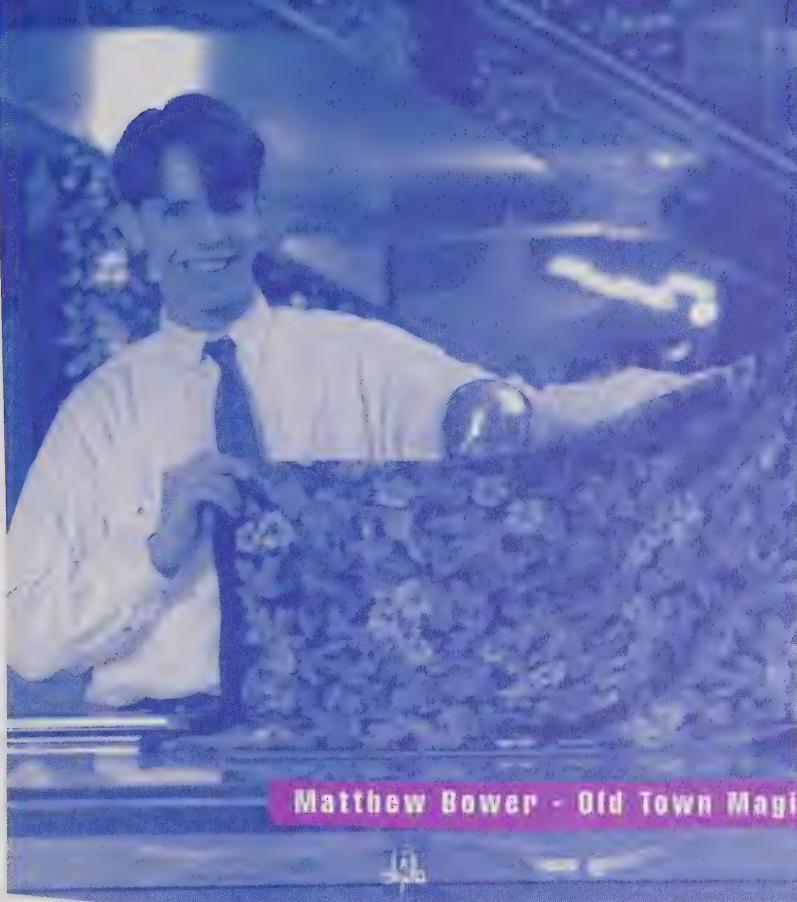
Since opening for business he has expanded to meet the needs of his customers and the increase in his sales volume. This was made possible through the generosity of a local businessman. Colin negotiated a deal with a local service station to provide space in return for the added traffic his car wash would bring to the location.

Soon after setting up, Colin faced his first major problem; the weather. He realized that in order to stay in business and increase sales volumes, he had to be creative. So, he decided to provide services that were not affected by the weather. In addition to car washes, he now offers waxing, interior cleaning and shampooing. Another demonstration of Colin's innovative thinking was making a deal to secure discounts on all cleaning supplies bought through the service station.

According to Colin, his biggest challenge was taking the idea, seeing if he could make it happen, and then staying with it. With the help of the Youth Ventures Program, the Business Development Bank of Canada and his father, Colin has succeeded. He is of the opinion that you only get out of

something what you put in. Colin's success earned him the 1995 Newfoundland Student Entrepreneur of the Year Award. While he would never admit it, Colin is considered a role model for the other young entrepreneurs in his community and the advice he offers to other students who want to start their own business: "Be determined and stick with it: it is definitely worth the effort."

Although he has gained much valuable experience from running this business and has thoroughly enjoyed being his own boss, he is pursuing his education at the University of New Brunswick in Chemical Engineering. Armed with a university education, Colin will be looking to set up a business using his engineering background.



Name: Matthew Bower

The business: Selling magic supplies and doing magic shows

Age at start-up: 17

Age now: 19

Started business in: June 1992

Year of education and place:

2nd Year Arts Program at University of New Brunswick, Saint John

Strongest supporter: Father

Revenues from business (1994): \$9,100

Advice to others:

"You have to take risks - stick with it."

Major achievement:

Finalist in the YTV Achievement Awards - Entrepreneurship Category

"Take me seriously or I will make you disappear." These words explain how Matthew Bower felt when he had no summer job and was trying to start a business. The major hurdle in getting his idea off the ground was dealing with suppliers and landlords who would not take him seriously. After numerous tries, Matthew finally had to ask his Dad to help him deal with these people. With this support and a \$3,000 loan from the Student Venture Capital Program and his business plan in hand, this 17-year-old was ready to perform magic. The Old Town Magic Shop opened for business on June 28, 1992 in Saint John, New Brunswick.

Matthew knew he had a niche in the marketplace because his nearest competitor was in Montreal. What's more, having spent all of his time and money in magic shops while vacationing with his family in Florida, he had a keen sense of what people wanted, what they were prepared to

pay and how to attract them into his store.

This first-hand knowledge is proving to be a great help to Matthew in the day-to-day running of his business. He says his biggest worries are inventory turnover, slow times, and the ability to pay back his \$3,000 loan. However, being a great marketer, he has a plan in place for getting through those slow times. He does private magic shows for birthday parties, county fairs, craft festivals and company picnics. While boosting his cash flow, entertaining groups of as many as 1,500 people enables him to show off his products and promote his store.

Besides operating his business and being a 2nd year Arts student at the University of New Brunswick in Saint John, Matthew also donates some of his time doing magic shows for groups like the Cancer Society, the Regional Hospital and his Church. He plans his time so he is free in the evenings to do

other things and socialize with his friends. As far as Matthew is concerned, being in business for himself is worth all the effort.

Matthew's determination and hard work have not gone unnoticed. He was a finalist from 1,600 entries in the YTV Achievement Award, honouring Canadian youth and excellence in the category of Entrepreneurship. He was also nominated for the Atlantic Canada Student Entrepreneur Award and has been featured in numerous newspaper articles. The recognition he has gained and the awards he has earned are very special.

He would encourage other students to not doubt their ability; to instead, follow their dreams about starting a business. "They can," says Matthew, "we all can if we are prepared to make the commitment. You have to take risks and stick with it!"

Name: Sharon Dawn Jagoe

The business: Buying and selling fish and fishing supplies

Age at start-up: 18

Age now: 20

Started business in: January 1992

Year of education and place:

4th year Business Administration at University of New Brunswick, Saint John

Strongest supporter: Father

Revenues from business (1994): \$32,800

Advice to others: "Good points and bad points, but you won't know till you try."

Major achievement: 1995 Atlantic Student Entrepreneur of the Year



"By 10 p.m. I really appreciate my pillow." Is it any wonder? Sharon Jagoe starts her day at 4 a.m. with her 100 kilometre paper route of 130 customers. She then continues on to visit the fishermen to negotiate the buying of product for Sharon's One-stop Fish Shop, which she operates every Saturday from 9 a.m. through 1 p.m. at the Bathurst City Farmers Market. From there, she travels to Clifton where she owns and operates a canteen from 12 noon to 9 p.m. every day.

Why does Sharon put herself through this pace? She loves business, enjoys meeting people and the feeling of satisfaction when customers keep coming back for her product. One of the things she likes best about being in business is customer loyalty. "This is the ultimate compliment and the best indicator of knowing you are doing things right," she says. "This, in turn, makes the dedication and hard work all worthwhile," the elements she considers key to her success.

Sharon does, however, miss the time she once had with her friends, although they remain very supportive of all her endeavours. They understood that when opportunity to sell fish at the Farmer's Market knocked back in 1992, 18-year-old Sharon just had to answer. With \$1,200 of her own money, her father's support and encouragement, her sister pitching in to help and the good business sense she obtained from the Junior Achievement Program, Sharon has never looked back.

Since opening, sales have tripled despite having to contend with a downsizing of the fishery. Sharon looks far and wide to find high quality products; negotiating with Nova Scotia fishermen for lobster and southern New Brunswick and PEI fishermen for mussels. She also offers her customers a complete line of canned, marinated, frozen and salt fish. Coming from a fishing family, Sharon understands that people in her area demand fresh, high

quality fish. That's what keeps them returning to her shop week after week. Improving her business is a necessity, for after this year when she graduates with a business degree from University of New Brunswick in Saint John, Sharon plans to expand her fish market. "Business has its good points and bad," admits this energetic entrepreneur. "But, how will anyone ever find out what they are unless they give it a try?"

Every year, Sharon tries to save some of the money she makes to buy a piece of equipment essential to her business. The first year, she purchased a 30-pound Toledo scale, and is now looking forward to purchasing a live lobster tank that she knows will increase sales. The profits Sharon does keep for herself, she uses to fund her university education. Sharon has been recognized for her hard work and determination as she was chosen 1995 Atlantic Student Entrepreneur of the Year.

Name: Jeremy Coughlin

The business:

Harvesting and selling quahogs

Age at start-up: 13

Age now: 14

Started business in: June 1994

Year of education and place:

Grade 9 Miscouche Consolidated School

Strongest supporter: Father

Revenues from business (1994): \$1,500

Advice to others:

"Stick with it! Work on it - it is worth it."

Jeremy Coughlin, Coughlin's Quahogs, Richmond, PEI



A quahog license purchased from his uncle was the beginning of a profitable business for insightful 14-year-old Jeremy Coughlin, owner and operator of Coughlin's Quahogs in Richmond, Prince Edward Island. The license had been in the family for years. It was first owned by his grandmother, who gave it to his father, who then sold it to his uncle. With money he had saved and some borrowed from his father, Jeremy was able to pay the \$1,000 his uncle was asking for the license, which would give him the right to harvest as many quahogs as he wanted. Without this license, he could only harvest fifty. Since he had a buyer for all he could harvest, Jeremy felt this was a worthwhile investment, considering the potential return. He got the idea after being in the "I Want to Be a Millionaire" Program in 1994.

Burley Brothers pay Jeremy 18-cents for the small quahogs, 16-cents for the

medium ones and 8-cents for the large. Every day, when the tides were low, Jeremy and his father would go to the shore to harvest, but soon realized they had a major problem. In order to reach the quahogs, they had to walk out about a mile. This made things very difficult and tiring, especially going back to shore after the harvest.

After his first year in business Jeremy knew this could not continue: he had to conquer the problem. With the money he made that summer, he purchased a dory and outboard motor. Jeremy is pleased with his equipment purchase, as he put it: "it sure makes running the business a whole lot easier."

Even when the going was tough, Jeremy felt he must not quit. Hard work and a stick-with-it attitude are the keys to success. He knows that if problems occur, you have to work on them, think the situation through and make the necessary changes. When

asked what he liked least about having his own business, Jeremy could not think of anything. What he likes best is the "freedom and money."

How does he find time for other things in his life such as football, friends and studies? Well, as he put it: "you have to make plans, arrange schedules and be very well organized." That's a big commitment from a 14-year-old! Yet, it is because of this commitment that Jeremy has realized the two best things about being in business: his freedom, and money when he needs it.

His friends think it is pretty neat that he has his own business and a lot of the times they want to join him.

Although this ninth grader at Miscouche Consolidated School still does not know what he wants for the future, the one thing he does know is, "you have to work very hard on whatever you do because it always ends up being worth the effort."

"You have to encourage and support your child. You also have to be willing to help them when they need help."

Debbie Coughlin, Richmond, PEI, Jeremy's mother

WHAT CAN STUDENTS DO TO DEVELOP MORE ENTREPRENEURIAL KNOWLEDGE AND EXPERIENCE?

Try some of these activities to create your own “path.”

Steps to take:	Age 6-11	Age 12-14	Age 15-19
Enroll in an entrepreneurship module in school	X	X	X
Choose the entrepreneurship elective in Grade 12			X
Write an essay on:			
1) how being a student entrepreneur can help build your career	X	X	X
2) how people finance their businesses	X	X	X
3) how small business benefits your community	X	X	X
4) a business I would like to start	X	X	X
5) the elements of project/business planning	X	X	X
Make a list of all the places you could go in your community to find out more about starting a business	X	X	X
Call 1-800-833-1829 to find out what assistance is available to a young entrepreneur	X	X	X
Join “I Want to Be a Millionaire” Program	X	X	
Take Junior Achievers Business Basics Grade 5-6	X		
Participate in Junior Achievers Company Program			X
Find a part-time job in a small business (write an article on how it operates)		X	X
Read a book about an entrepreneur	X	X	X
Job shadow a business owner for a day	X	X	X
Interview a business owner	X	X	X
Find a business owner as a mentor	X	X	X
Do a business plan for a business idea you have	X	X	X
Obtain a loan for a summer business	X	X	X
Complete Planning for Success CD-Rom (ask your teacher)		X	X
Start a summer business	X	X	X
Find a practising young entrepreneur to be a “business buddy”	X	X	X

COMMENT ACQUÉRIR DES CONNAISSANCES ET DE L'EXPÉRIENCE EN ENTREPRENEURIAT?

Essayez certaines de ces activités pour tracer votre propre «voie».

Les étapes à suivre :

Prendre le cours facultatif sur l'entrepreneuriat en 12e

peut vous aider à constituer votre carte de

a votre communauté

l'information au sujet du démarage d'une entreprise

Participer au programme « Mini-entreprises »

Suivre un ou une propriétaire d'entreprise dans son travail pour une journée

Dresser un plan d'entreprise

« Je demande votre succès » sur CD-ROM.

trouver un ou une jeune entrepreneur(e) avec qui faire équipe

Debbie Coughlin (Richmond, J.-P.-E.), mère de Jeremy

Il était une fois un papa et une maman qui avaient

Il était une fois un papa et une maman qui avaient

devenir millionnaire».

participé en 1994 au programme «je veux

possible. L'idée lui est venue après qu'il eut

la d'un bon investissement vu le rendement

peuvent être évalués qu'il s'assortit

un achat pour toutes les palourdes qu'il

que chaque année qu'il le déstabilise

Sans ce permis, il n'a pas le droit de pêcher

de palourdes américaines qu'il a obtenu

qui lui demande en échange du permis,

celui-ci demande en échange du permis,

pu verser à son oncle les 1 000 \$ que

d'argent empêtrée de son père, Jeremy

économise, et à une certaine époque

ensuite vendu à son oncle. Grâce à ses

erreurs qu'il a transmis à son père, qu'il a

éprouvées, il apprendra à la grande-mère de

depart, il apprendra depuis des années. Au

l'âge de 14 ans, il apprendra, le père qu'il

compte qu'il a été en contact avec rendu

Nos deux pêcheurs se sont vite rendu

père s'en vont à la pêche aux palourdes.

Chaque jour, à marée basse, Jeremy et son

moyennes et 8 cents pour les

La Bury Brothers paye Jeremy 18 cents

pour les petites palourdes, 16 cents pour les

erreurs qu'il a faites pour les

comme le flotissant pour un jeune homme

de son oncle a constitué le début d'un

un permis de pêche aux palourdes obtenu

U

Debby Coughlin, Debbie Coughlin, J.-P.-E.

Travailler plus fort. Ça va être un coup.»

Connaissez à donner : «N'abandonnez pas!

Revenu d'entreprise (1994) : 1 500 \$

Principale source d'encouragement : Pre

amie, école consolide de Missoula

Niveau d'études et établissement : Gé

Début des activités : juin 1994

Âge actuelle : 14 ans

13 ans

Age au début des activités commerciales :

Entreprise : recette de vente de palourdes

américaines

Nom : Jeremy Coughlin

Entreprise : recette de vente de palourdes

américaines

Entreprise : recette de vente de palourdes

elle veille à sustenter à leurs besoins. C'est celle qui explique que ceux-ci reviennent la voir de semaine en semaine. Il est comme une famille, car elle complète son indisponibilité selon celle d'entrepreneur. Nouveau-Brunswick, « être en affaires à Nouveau-Brunswick, c'est avoir des marques de dépendance à un diplôme en administration dans un an, un diplôme lorsqu'elle obtiendra, dans un an, un diplôme en administration des affaires de l'Université du Travail avec son père et sa grand-mère, car elle connaît bien son marché de l'emploi lorsqu'elle obtiendra, mais ses bons et ses mauvais côtés», confie cette entrepreneur pleine d'énergie. « Mais comment savourer ce dont on est réellement capable sans avoir d'abord essayé? » Chaque année, Sharon s'efforce de consacrer une partie du profit qu'elle gagne à l'achat d'une nouvelle pièce d'équipement essentiel à l'exploitation de son commerce. La première année, elle a acheté une balançoire de marquise Toledo à une capacité de 30 livres. Elle espère que la plus tard l'acquisition d'un vivier à volume de ses ventes. Les profits que Sharon gagne à payer ses études en administration des affaires à l'Université du Nouveau-Brunswick, à Saint-Jean. Les efforts acharnés et la détermination de ses études en effet, elle a reçu en 1995 le « Prix de l'entrepreneur de l'année ».

Nom : Sharon Dawn Jago
Entreprise : achat et vente de poisson et d'équipement de pêche
Âge au début des activités commerciales : 18 ans
Âge actuelle : 20 ans
Début des activités : janvier 1992
Niveau d'études et établissement :
4e année du programmes d'études commerciales,
UNB Saint John
Principale source d'encouragement : Pre
Revenueu d'entreprise (1994) : 32 800 \$
Conseils à donner : « Il y a des avantages et des inconvénients, mais il faut d'abord essayer »
Réalisation importante : étudiante entrepreneur de l'année (1995), région de l'Atlantique

Nom : Collin Rowe	Entreprise : nettoyage de véhicules (métier)	Age au début des activités commerciales : 20 ans	Debut des activités : 1992	Nivéa d'études et établissement :
Principale source d'encouragement : de l'enseignement	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000	Conseils à donner : «Tenez bon.»
Principale source d'encouragement : de l'enseignement	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000
Principale source d'encouragement : de l'enseignement	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000
Principale source d'encouragement : de l'enseignement	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000	Revenu d'entreprise (1994) : 6 000

Collin Rowes, Shine-O-Rama Car Wash, 811 Anthony, Terre-Haute

- Principale source d'encouragement : parents
- Revenue d'entreprise (1994) : 6 000 \$
- Conseils à donner : «Tenez bon.»
- Rehabilitation importante : étudiant entrepreneur de l'Année (1995), Terre-Neuve

Niveau d'études et établissement : *1re année d'un programme universitaire de génie chimique à UNB Fredericton*

Age actuelle : 20 ans
Début des activités : 1992

Age au début des activités commerciales : 17 ans (intérieur et extérieur)
Nombre d'entreprises : 1 000 000 (intérieur et extérieur)

Nom : Colin Rowe
Entreprise : nettoyaage de véhicules

A collage of 12 small images from the film 'Le Dernier Gatsby'. The images depict various scenes: a man in a suit, a woman in a red dress, a man in a tuxedo, a woman in a white dress, a man in a suit, a woman in a red dress, a man in a suit, a woman in a red dress, a man in a suit, a woman in a red dress, a man in a suit, and a woman in a red dress. The images are arranged in a grid-like pattern.

A woman with short, light-colored hair is smiling at the camera. She is wearing a white t-shirt with a graphic design. The design features a large, stylized number '24' in the center, with the word 'about' written in a script font below it. Above the '24', the words '24 HOUR RELAY' are printed in a smaller, sans-serif font. The background is slightly blurred, showing what appears to be an indoor setting with other people.

catégorie : Filles âgées de plus de 12 ans

Age 14 ans

Autour : Bridget Beswick

pour des se trouvent au cœur des Maritimes, au centre ou des routes qui mènent au Nouveau-Brunswick, à l'Est du Québec, l'Acadie dans le sud de la Nouvelle-Écosse et à Terre-Neuve, et qui mènent aussi vers les régions plus proches du continent et à l'ouest, à l'ouest de la Nouvelle-Angleterre. Les délimitations des régions sont basées sur les habitudes des industries et des pratiques commerciales.

ENTREPRENEURAT VA CHANGER MA COLLECTIVITÉ

Centres Culturels (holidays, Nouvelles-Écosse), consultant en entrepreneuriat au ministère de l'Éducation de la Nouvelle-Écosse

Adaptation de la version originale en anglais.

Catégorie : Males de moins de 12 ans

Age 10 ans
Auteur : Steven Hamill

Si l'humidité brûlante que nous entrepise grossiste pour obtenir l'argen qu'il faut pour acheter d'autres vêtements. Mon rêve, ce serait d'avoir pour transsister le fumier. Ce rêve, ce n'est pas seulement le mien, mais aussi celui de mon père.

Cette entreprise a aussi appris à mieux prendre soin de mes affaires. Je ne voulais certainement pas dévoiler racheter les accessoires de base. Aussi, je me rends compte que c'est une bonne idée de ranger les choses à leur place quand on a fini de s'en servir. Ça sauve du temps de ne pas avoir à chercher le récipient où j'ai rangé quelque chose. Pour les rentreuses, pas de problème : jusqu'à maintenant, je n'ai rien empêché ! Par ailleurs, je me rends compte que c'est une bonne idée de ranger les choses pour plus tard, au printemps, lorsque l'argenterie va commencer à rentrer. La tenue des vêtres nous a aidé à économiser de l'espace des rentreuses d'ailleurs !

Si un environnement professionnel apprécie de cette expérience, La chose la plus importante qu'elle m'a enseigné est que le travail ne tue personne. Je devrais toujours trouver « Bérys » tout, tous les mardis, et tous les soirs. Je devrais aussi me trouver l'étable lors des semaines avec une source. Au début, il fallait la nourrir au biberon, comme un bébé. Par la suite, elle a appris, elle a appris, document, à boire dans un seau. En ce moment, je lui donne des huîtres à la main, en me servant d'une pelle. Pas surprise que je l'aie de la corde aux manches! Depuis que papa a préparé l'épluher, ce travail est fait beaucoup plus facile. Tout ce que j'ai à faire, c'est d'apporter le seau au bateau. Vite la technique modérée!

Cette année, j'ai participé à un programme très intéressant en exécution, le programme «je veux devenir entrepreneur». Avec la subvention de l'Office de la petite entreprise et du développement local, j'ai pu créer une entreprise de recyclage de déchets ménagers et professionnels. J'ai également bénéficié d'un accompagnement personnalisé par un coach et d'un soutien financier pour la mise en place de mon entreprise.

UN JOUR, JE SERAI DE RETOUR

Les deux premières années de l'Agence de promotion économique du Canada admirent

Pullime De Grade (Bressford, Nouveau-Brunswick), mère de Christine

Elle estime que pour réussir dans le milieu, il faut posséder les qualités suivantes : perséverance, sens de l'organisation et leadership. On lui a décerné en 1994 le « Prix de l'Etudiant entrepreneur de l'Année » pour la région de l'Altamique et aussi le « Prix Excellence de la Fete du Nouveau-Brunswick 1994 ». Chrétienne excelle non seulement dans la danse, mais aussi dans le milieu scolaire. Népisiguit, ses notes sont excellentes et la Classe populaire de Beversford lui a décerné une bourse pour avoir obtenu une moyenne de 93,5 %. En plus, elle a obtenu une bourse pour le cours de deux ans en administration des affaires. Pour ses études comme en affaires, elle se lassera gâtée par le principe suivant : « Il faut de la perséverance pour réussir ».

Christine n'est pas le genre à renoncer si facilement. Il faut du temps, mais elle finit par gagner la confiance des parents. Malivement âgée de dix-huit ans, Christine, une entrepreneure aguerrie qui a déjà d'énormes succès derrière les épaules, travaille bien peu de temps pour les sorties et les amis. Grâce à son sens de l'organisation, elle passe toutefois à volonté du bureau à la cuisine pour préparer un concierge aussi à l'organisme. Grands frères et grandes sœurs, et elle aide des gens à faire l'adaptation chorégraphique de l'autonomie, les récompenses et la récompense sont les principales gagnantes de l'entreprise.

partiel. Mais très vite un autre problème se présente. Tenter de convaincre des parents de confier leur enfant à une aussi jeune fille constitue un obstacle de taille, mais

En 1990, elle ouvre Les Studios Dames Acadie, qu'elle exploite à terms passer à l'action.

local. Grâce aux 350 \$ qu'elle avait empruntés à sa mère, Christine était prête à

Cependant, une femme extraordinaire de la variété, cela pose un problème.

Moncioni. Quel meilleur moyen de gagner des cours de dessin pendant 10 ans, a de l'agence que d'exploiter un talent inégalé. L'agence un peu une fillette de chez elle. L'imagez un peu une fillette de douze ans cherchant à louer un local ! A

pour une fille de douze ans. Dr. Christine De Grâce avait besoin d'argent pour suivre des cours de danse pendant l'été.

base à claquettes, de la danse lyrique, du
ballet, du jazz et du rap à 150 élèves

Le bâtiment de studios de danse à Beresford et à Robertville, près de Bathurst, au Nouveau-Brunswick, et l'ensemble de la danse classique, de la

CHERIGATINE DU GRACÉ, LES STUDIOS DABSAACAOI, BERESTIOPU, NOLGBAD-ABUNSWICK

Entreprise : enseignement de divers genres de danse à des gens de tout âge	Age au début des activités commerciales :	Age actuelle : 18 ans	Debut des activités : septembre 1990	Novaeud'etudes et établissement : l'an annexe,
12 ans				
Bénéfice : Chiffré de Grâce	Nom :			
Entreprise : enseignement de divers genres de				
12 ans				
Age au début des activités commerciales :				
Entreprise : enseignement de divers genres de				
12 ans				
Age actuelle : 18 ans				
Debut des activités : septembre 1990				
Novaeud'etudes et établissement : l'an annexe,				
12 ans				
Principale source d'encouragement : parents				
Revenue d'entreprise (1994) : 34 000				
Conséils à donner : «Même si vous ne réussissez pas du premier coup, n'abandonnez surtout pas.»				
Realisations importantes : étudiante entrepreneur de l'année (1994), région de l'Altamique				



elle. « Il faut exposer ses produits dans le cadre de festivals, de salons de l'artisanat et autres de rotation. Vous devrez être là pour les gens pour qu'ils puissent voir votre produit et la qualité de votre travail. »

de leur entreprise frise les 1 000 \$, le moins que l'on puisse dire c'est qu'elles savent promouvoir avec succès leur produit.

Ces deux filles de septième anneé sont du fait que le programme « Je veux devenir entrepreneur» offre à deux jeunes personnes qui ont-elles à donner à deux jeunes personnes de l'âme. Quel conseil ces deux entrepreneurs ont-elles à donner à une entreprise? Selon Janalle, « Il faut essayer peu à peu d'améliorer les difficultés, il faut perséverer et ne jamais renoncer. » Enfin

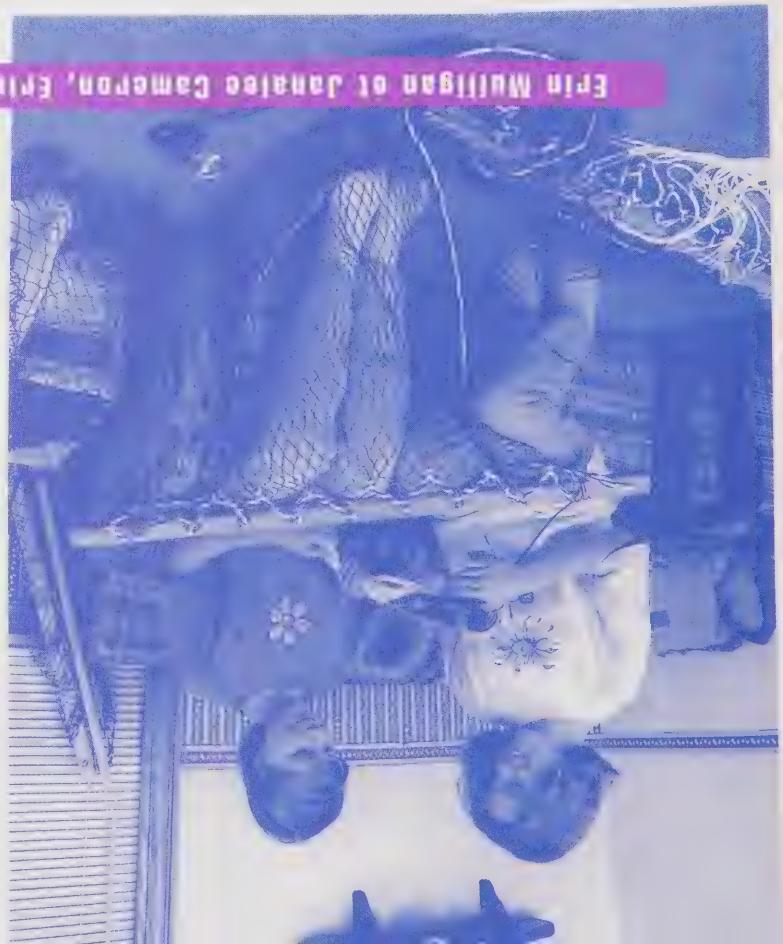
jamais hésiter à demander de l'aide. »

« Four saisons, il faut savour collaborer et communiquer pour qu'un partenariat puisse fonctionner. «En tant que partenaires, nous devons communiquer les besoins de l'autre et nous devons collaborer pour nous assurer qu'ils servent nos intérêts.» A-t-elle précisé.

Erin pour sa part déclare : «Il faut vouloir être en affaires et il faut aimer ce que l'on fait.» La publicité est une nécessité selon

surpris de voir que deux fillettes de onze ans sont capables d'exploiter leur propre entreprise.» Et d'ajouter Erim : « J'aime être indépendante et en plus, j'aime et moi sommes les partenaires, nous avons l'occasion de passer beaucoup de temps ensemble à faire des choses que nous aimons toutes les deux.»

Nom: Brin Mulligan et Janalle Cameroon
Entreprise: fabrique et vente de hamacs de marquage
Age au debut des activites commerciales: 11 ans
Debut des activites: juin 1994
Niveau d'etudes et etablissemant: Téanne, collège primaire Kinkora
Principale source d'encouragement: père de la famille Cameroon
Revenue d'entreprise (1994): 850 \$
Considé à donner: «Accépbez toute l'aide qu'on vous offre, et n'hésitez pas à en demander.» - Brin
**Année abandonnée jamais, peu importe le déficit à relever.» - Janalle
Realisation importante: entrepreneurs de eux-mêmes dans le cadre du programme «je veux devenir millionnaire».**



Adaptación de la versión original en inglés.

Catégorie : Parent ayant apporté le plus grand soutien

Le film a commencé quand il a essayé de nous montrer comment sauter sur ces humacs. Pappa a laissé faire et après cela, nous allions dévorer la même chose et si ce n'était pas bien fait, nous allions dévorer raccourci. Nous avons été dans les affaires et que ces gars étaient nos clients. Nous avons essayé de nous faire plaisir et que nous étions de tout refaire plusieurs fois parce qu'il trouvait que ce n'était pas assez bien fait. Il a dit que tout devait être parfait parce que nous étions des adultes, nous allions dévorer la même chose et nous montrer ce qu'il fallait faire et après cela, il fallait que nous les vendions à des clients. Pappa a demandé aux gars où il travaillait si ils voulaient acheter nos humacs et qu'elles sortent tout de suite, il nous a emmenées à des ventes de rottoir et à d'autres activités pour montrer notre produit. Nous avons roulé tout le long et à la fin, nous avons été à la vente finale. Quand ils étaient finis, pappa a laissé les clients et il déposait notre argent dans notre compte.

Papa a passé beaucoup de soirées sur notre pâto l'été dernier à nous aider à subirquer nos humacs, mais il n'a pas pu passer beaucoup de soirées dans nos humacs comme je pense qu'il espérait faire.

Sans mon père, nous n'aurions pas participé au programme «je veux devenir millionnaire» et nous ne serions pas ici aujourd'hui.

Merci, papa.

COMMENT: MON PERE MOUS A DÉMARRÉE NOTRE ENTREPRISE

«Enseigner le cours ENTA41 m’apporte beaucoup de plaisir je peux voir les jeunes s’emballer pour ce que je leur enseigne. Je leur explique les techniques qu’ils apprennent et pour les techniques qu’ils apprennent il utilise de leurs nouvelles connaissances pour démontrer l’application de l’utilité de leurs nouvelles connaissances. Willham (Lury Lockport, Nouvelle-Écosse).

Willham (Lury Lockport, Nouvelle-Écosse).

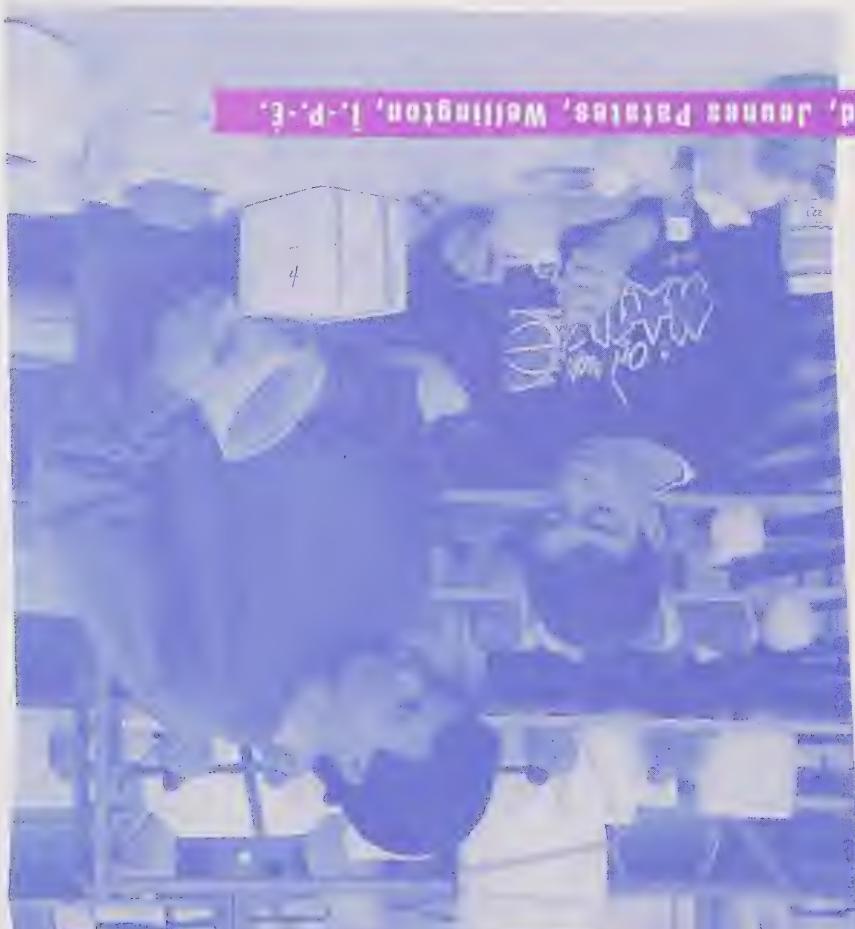
charge du cours piloté de 12e année sur l’entrepreneuriat en 1994-1995

offrir nos services comme conseillers.»
d'incidence désire se lancer en affaires, en
courant que nous serions prêts à aider
dit long sur leur engagement :
Charles donne la réponse suivante qu'il en
est-ce que tout cela en vaut la peine? «
partiros en travailant de longues heures.
des horaires de travail, en s'organisant et
ressources à se tirer d'affaire en élabissant
le base-ball, le hockey et le soccer. Ils
et filles, et ils pratiquent des sports et
notamment militaires d'abord, puis
participent à d'autres activités. Ils sont
En plus de leur entreprise, les deux jeunes
Châtelais savent qu'ils doivent parler aux
d'utiliser à leur avantage pour leur entreprise. Remi et
Cathérine Callbeck pour une composition
somme de 250 \$ par la première ministre
Remi s'est vu décerner un certificat à la
des prix et des marques de reconnaissance.
rencontrer beaucoup de gens, et de recevoir
entreprise est d'être son propre patron, de
l'aspects le plus intéressant de leur
Nos deux jeunes admettent volontiers que

William Finley Pumelet, coordinateur national du programme «je veux devenir millionnaire»
fournitres à un prix avantageux. Les
gérant que l'utilisation de son atelier de
La première chose qu'ils ont fait a été de
échelle au niveau avec le prix de 180 \$ obtenu
1994, grâce à la somme de 180 \$ obtenu
bonne idée au bon moment. En juillet
d'une millionnaire, et à une date dans le
dans le cadre du programme «je veux
devenir millionnaire», à Vaudreuil-Soulanges.
1994, grâce à la somme de 180 \$ obtenu
bonne idée au bon moment. En juillet
qui prouve qu'ils ont su exploiter une
ont vendu jusqu'à près de 100 tréfle, ce
propriétaires-exploitants de jeunes Palais,
trésor, et ils avaient raison. Remi Theriault,
de terre feraient faire chez les touristes de
cette année, et Charles Bertrand, qui a
mettre sur le marché. L'an dernier, les
les petits ensembles à la main avant de les
séches, elles sont polies, puis cuites. On
l'eau et de l'argile liquide. Une fois
tréfle sont fabriqués avec du plâtre, de
cette année 750 \$ la treille.

jeunes Palais complète une autre employée,
séches, elles sont polies, puis cuites. On
mettre sur le marché. L'an dernier, les
les petits ensembles à la main avant de les
séches, elles sont polies, puis cuites. On
l'eau et de l'argile liquide. Une fois
tréfle sont fabriqués avec du plâtre, de
cette année 750 \$ la treille.

Remi Theriault et Châtelais Bertrand, jeunes Palais, Vaudreuil-Soulanges, L.-P.-E.



LES JEUNES PATAIES

«J'y ai longtemps été l'ami de plaisir à conséguer et j'aurais vraiment embrassé par l'idée de donner ce cours. J'ai bien aimé être un mentor, pas seulement un enseignant.» Robert MacMurphy (Middleton, Nouvelle-Ecosse).

1994-1995 à l'école secondaire Middleton Regional chargé du cours d'art de 12e année sur l'entrepreneuriat en

Samanta Smalwood, Sam's Veggiez, Bayfield, Monroe-Greenwich

Nom : Samantha Smallwood
Entreprise : vente de Legummes
Âge au début des activités commerciales : 9 ans
Âge actuelle : 12 ans
Début des activités : juillet 1992
Niveau d'études et établissement : Be annexe,
école régionale Memorial - Port Elgin
Principale source d'encouragement :
génund-mère (Pauline Smallwood)
Revenue d'entreprise (1994) : 700,19 \$
Réalisations importantes : gagante du concours de
redaction, catégorie du parent ayant appris le plus
grand soutien, dans le cadre du programme « Je
veux devenir millionnaire ».



Adaptation de la version originale en anglais.

Catégorie : Parent ayant appris le plus

Âge 12 ans
Nom : Samatha Smallwood

family et ma grand-mère qui ont cru en moi et qui m'aide. J'ai bien hâte à l'anniversaire.

au plaisir que j'ai de vendre les vêtements trop petits pour que je puisse les échanger, même si je n'aimais pas appris à gérer l'argent et à être responsable. L'année dernière j'ai fait 700,19 \$ et j'en suis très fier. J'aimerais remercier tout particulièrement les touristes, les vacanciers, les gens du coin, ma famille et mes amis pour leur soutien. Et je vous dirais spécialement que j'ai aussi

au plaisir que j'ai de vendre les vêtements trop petits pour que je puisse les échanger, même si je n'aimais pas appris à gérer l'argent et à être responsable. L'année dernière j'ai fait 700,19 \$ et j'en suis très fier. J'aimerais remercier tout particulièrement les touristes, les vacanciers, les gens du coin, ma famille et mes amis pour leur soutien. Et je vous dirais spécialement que j'ai aussi

et de quatre heures à huit heures. Je renconte des gens merveilleux qui viennent tous les jours acheter des leggings pour leurs repas.

Les jours de la semaine, mes heures étaient de dix heures à une heure de l'après-midi et la fin de semaine c'était de dix heures à une heure le plus tard, c'est elle qui a lancé ce commerce de leggings au début et c'est elle aussi qui m'a fait lever le matin (merci, grand-maman).

Ma famille m'a beaucoup aidée. Ils étaient vraiment prêts à m'aider chaque fois que j'en avais besoin. Mais c'est ma grand-mère qui m'a

permis d'acheter des leggings et de construire un petit bout j'avais besoin. C'est une bonne chose que je parle français parce qu'il n'est pas anglais.

Le nom de mon entreprise est Sam Smallwood's Veggiies. J'ai rencontré des gens formidable. J'ai même eu deux clients de Regina, qui ont pris une photo de moi et de mon aîné, et deux clients du Québec. C'est une bonne chose que je parle français parce qu'il n'est pas

de toute-nièque et je mettais des leggings molletons dessus et dessous.

La route sous un beau gros arbre où les gens ne pouvaient pas passer sans me voir. Quando j'ouvre, je mettais tous les leggings sur la table pour mon entreprise. J'ai mis des affiches partout pour annoncer mon commerce. Mon grand-père et mon père ont mis mon propre petit bâtiment du

Le programme « Je veux devenir millionnaire » donne à toutes les entreprises une somme de 100 \$ pour les aider à démarrer; cet argent m'a permis d'acheter des leggings et de construire un petit bout j'avais besoin. C'est lorsque j'ai tout de suite été en affaires. Alors

L'année d'après, j'avais une table un peu plus grande. L'année dernière, en avril ou mai, Monstier Family est venue à mon école parler d'un programme sur la façon de devenir un millionnaire; eh bien, cela m'a beaucoup intéressé parce que j'avais déjà été en affaires. Alors

je l'ai remporté mais demandé, j'ai eu une entrevue et j'ai été accepté dans le programme. J'ai assisté à tous les entraînements et j'ai reçu un mentor d'un programme sur la façon de devenir un millionnaire; eh bien, cela m'a beaucoup intéressé parce que j'avais déjà été en affaires. Alors

L'année dernière j'ai mis une table sur la véranda en attendant de servir les clients. J'ai commencé à vendre leggings à partir de la table près de la route et nous avons mis un écriteau et j'ai commencé à vendre. Quando il me mettait à plateau; je me cachais sous la table avec mes leggings jusqu'à ce que j'aie passé. Quando venait le temps de servir les clients, j'ai dit O.K. Alors nous avons mis une

Il y a quelques années, ma grand-mère m'a demandé si je servais intéressé à vendre des leggings. J'ai dit O.K. Alors nous avons mis une jardinière et elle réussit même à en faire pousser un très beau. Eh bien, je l'aide dans le jardin depuis longtemps que je peux me rappeler quand et quand j'avais mes premières années, quand j'avais mes premières années. Elle était très petite. Ma grand-mère adorait travailler dans le

MON ENTREPRISE

Mon entreprise a commencé il y a quelques années, quand j'avais mes premières années. Elle était très petite. Ma grand-mère adorait travailler dans le

génie culturel qui les parents peuvent donner à leurs

et de naître appliquant que les parents peuvent donner à leurs

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nom : Melissa Readé et Katie Westoll
Entreprise : fabrication d'objets comme des bijoux et des cravates à l'aide de matériaux recyclés
Age au début des activités : 14 et 15 ans
Âge actuelle : 15 et 16 ans
Niveau d'études et établissement : Ille et Vilaine
Centre éducatif (obligatoire) : collège
Principale source d'encouragement : Susan Readé
Revenue d'entreprise (1994) : 500 \$
Conseils à donner : C'est une école de l'avenir, il faut être à l'aise avec les ordinateurs et les logiciels.
«Essayez-vous et suivez votre idée.» - Katie
«Trez des leçons de vos erreurs.» - Melissa
Résiliation importante : gagantes du concours de dédication, programme «je veux devenir millionnaire», catalogue du meilleur mentor du monde



Susan Rum (l'Institut Nouvelle-Ecosse), conseillère en orientation

Background and opinions of the authors of

Adaptation de la version originale en anglais

Autentres : Melissaa Readé, âgée de 15 ans et Katie Westoll, âgée de 16 ans

Swanson est quelqu'un à qui on peut parler d'affaires et elle est une personne très spéciale pour nous. Elle nous a aidé à viser plus haut.

increvable, elle nous aide et elle nous encourage toujours.

Ensuite, nous devons déterminer les types de questions à poser pour chaque dimension de la culture. Ces questions doivent être formulées de manière à ce que les répondants puissent les répondre de manière objective et sans émotion.

comme une grande avancée dans le programme. « Je veux dévoiler un millionnaire. » Elle nous a enseigné ce que c'est que

Nous avons fait la connaissance de Susan au «Career Education Council», à Trois-Rivières, en Nouvelle-Écosse, et nous avons vraiment appris à la

elle n'est pas seulement utile pour aider mais elle est aussi utile un avec d'autres avions dans lequel nous avons conçu vraiment.

MAILING DE TOUT GENRE A SUITE-Q

OLDIUS QUADRIFLORUS

foundateur des « Youth Enterprise Services International » et conseiller principal de la « Canadian Youth Business Foundation »

Summary Plan

que cette expérience leur a apprise et révélé les secrets de leur réussite ! Ces jeunes entrepreneurs racontent les débuts de leur entreprise, parent des difficultés surmontées et de ce qu'ils ont beaucoup de choses en commun : l'ardeur au travail et les longues heures consacrées à leur affaire, la satisfaction qu'ils ressentent de ce qu'ils font et le plaisir de pouvoir s'adonner à une activité qu'ils aiment ! Ils ont également trouvé en eux-mêmes la volonté de trouver des moyens de financement, comment trouver des débouchés pour leurs produits et comment traiter la clientèle. Bien sûr, il ne leur est pas toujours facile de combiner leurs activités avec la famille. Mais ils font tous ce qu'ils veulent et ils réussissent, et c'est grâce à grande compétence.

En plus des profits d'étudiants et d'étudiantes entrepreneurs et des commentaires provenant de parents, d'enseignants et de leaders de la collectivité, cette publication renferme six communications primées qui ont été présentées à la Conference des jeunes entrepreneurs tenue en avril 1995 dans le cadre du programme « Jeux dévoilés à la millionnaire ». Nous espérons que la publication facilitera la promotion de l'entrepreneuriat aux débuts des étudiants et étudiantes et pourra être utile aux enseignants chargés de donner les cours sur l'entrepreneuriat. Elle servira également à faire ressortir les effets bénéfiques que l'exploration d'une entreprise a sur les études, les compétences et les jeunes de la région de l'Atlantique et à inciter les parents, les enseignants et les collectivités à encourager les jeunes qui se lancent en affaires.

À l'heure où le contexte économique évolue sans répit et où il est de plus en plus important de se prendre en main et de créer de nouvelles possibilités, découvrez l'histoire de jeunes de la région de l'Atlantique qui ont abandonné leur avenir...

Venez découvrir comment ces 14 jeunes ont créé leur propre entreprise. A la lecture de leurs profils, imaginez les centaines d'autres jeunes comme vous qui apprennent comment trouver des idées pour la lagune de vous lancer d'entreprises et des investisseurs, ces jeunes mettent à profit leurs talents pour les centaines de dollars à plusieurs milliers de dollars en utilisant leur créativité, leur imagination, leur énergie et leurs talents pour les familles, leurs amis, leurs enseignants, d'autres propriétaires d'entreprises. Grâce à l'aide de gens de leur entourage (leurs parents, leurs amis, leurs enseignants, d'autres propriétaires de familles, leurs amis, leurs enseignants, d'autres propriétaires d'entreprises et des investisseurs), ces jeunes mettent à profit leurs domaines d'intérêt et leurs idées pour créer des affaires payantes. Vous trouverez ici des idées sur la lagune de vous lancer d'entreprises et des investisseurs, ces jeunes mettent à profit leurs domaines d'intérêt et leurs idées pour créer des affaires payantes.

«N'abandonnez jamais, peu importe le défi à relever», «Il faut courir des risques et ne jamais abandonner», «Ça vaut le coup», «N'abandonnez pas ! Travaillez plus fort», «Il faut courir des risques et ne jamais abandonner», «Je veux pouvoir, 19 ans», «J'aurai 12 ans lorsque j'aurai abandonné», «Foncez ! Quand on a sa propre entreprise, on a vraiment l'impression d'être quelque chose d'important», «Samantha Smallwood, 12 ans

- AUX ÉTUDIANTS ET ÉTUDIANTES -

• 80

lance ma première entreprise à 7 ans (ou 10 ans ou 14 ans...).»

En 1995, l'APBEC a publié un rapport sur les conclusions d'une étude sur les jeunes entrepreneurs de la région de l'Altançague. Celle étude révèle que de nombreux entrepreneurs qui exercent leur activité à plein temps et avec succès ont lancé leur première entreprise pendant qu'ils étaient encore à l'école. En général, ces derniers se soucient moins des obstacles au démarrage que de l'outil les jeunes qu'ils se lancent en affaires après des études théoriques. Ils sont plus susceptibles d'avoir possédé plus d'une entreprise, et leur entreprise actuelle est celle qui leur a donné le plus d'expériences. En fait, lorsqu'on lui y a des leçons importantes à tirer d'expériences entrepreneuriales en bas âge. En fait, lorsqu'on examine le profil des entrepreneurs qui réussissent, on trouve souvent l'affirmation suivante : « J'ai

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La publication *Profiles des étudiants et entrepreneurs au Canada atlantique* a été préparée par la sous-section du développement de l'entrepreneuriat de l'Agence de promotion économique du Canada atlantique. Pour obtenir des copies supplémentaires, communiquer avec :

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A portrait of a woman with dark hair, wearing a pink dress, set against a pink background. The image is slightly grainy and has a vintage feel.

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Energie Enthusiasme Entrepreneuriat

au Canada atlantique

entrepreneurs

étudiants et étudiantes

Profils des